**Why Steve Jobs is more influential than Bill Gates**

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In the late 1900’s a new era dawned on the world that has changed it forever. This era, known as the informational era brought many changes to everyday life that have ultimately affected how we live to this day. At the center of this revolution, there were two big names that paved the way for this technology, Steve Jobs and Bill Gates. Together, they innovated technology, influenced the world, and along the way, became some of the richest people on earth. When comparing the amount of influence each individual had, however, it becomes obvious that Steve Jobs was more influential than Bill Gates.

While Bill Gates may have had the upper hand when it comes to software development, Steve Jobs’ genius was truly shown with his hardware design. He created his products with one simple goal in mind;simplicity. This simplicity shown in his easy to use interface and simple mouse design allowed everyday people to understand and access computers. Without him, the computer would not have been as user friendly as it is today and therefore not as widely used. Even smart phones would have most likely been far less common without the chic yet simple look of the original IPhone. Looking at it from this perspective, you can now truly see how critical Jobs role was in the technology movement that took over the world.

Jobs’ simplistic design not only changed computers, phones, and tablets, but also shaped the music industry into the tech savvy giant that it is today. Before the dawn of online music, all music was sold in person, in the form of record or cassette. Jobs took the industry by storm with his product, ITunes which allowed the user to download and store much more music than they would have previously would have been able too. This innovation has obviously stood the test of time, as it is still the primary way for consumers to purchase and consume music.

The final reason that Steve Jobs is more influential than Bill Gates is because of his legacy. For years to come, Apple will surely be a dominating global brand with an influence that touches billions of people across the world. As one of Apple's founders, Steve Jobs name will live on with his brand. Millions of people will be inspired by his dream, innovations, legacy and charismatic personality. While Gates did a lot for the field as well, he always remained more private about his life and thus did not reach as many youth with his message for the future. The fact that more people will be inspired by Jobs than Gates means that he was more influential in ushering in the next wave of technological advancements than.

In conclusion both men did tremendous work in the computer and technology industries. Their impacts will be felt for years to come, and there work has shaped the world into the place it is today. Jobs, however, had a larger impact on the world than Gates because of his introduction of this technology to the general public, how he changed the music industry forever, and how he inspired a whole new generation of innovators with his tremendous social presence and charisma.

**Works Cited**

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